

Wells, Rich, Greene, Inc. / 9 West 57th Street at 5th Avenue / New York, N.Y. 10019

TO: Arnold Weinrib
FROM: Andy Picone *AP*
RE: Quality Catalog -- Solicitation thru mail order
DATE: January 29, 1988
CC: L. Borow, I. Clarkson, G. Ennis, B. Kutsche
M. Malose, L. Partrick, R. Reynolds, S. Waitzman

In an effort to distribute (via mail order) additional copies of the "Quality Matters" catalog beyond those included in the special Media driven promotion, cost information has been generated for the following client requested publications:

- New York
- Gourmet
- Better Homes & Gardens
- McCalls
- Family Circle

Units currently under consideration, as well as appropriate costs are highlighted:

	<i>X</i> <u>1/3 p 4 color*</u>	<u>1/2 p4 color*</u>	<u>Square 4 color</u>	Pop Up Card
New York	7.9	11.3	8.2	11.4
Gourmet	8.3	12.0	8.3	9.4
BH & G	27.1	35.9	27.1	42.9
McCalls	28.1	39.8	28.1	38.0
Family Circle	<u>21.7</u>	<u>27.3</u>	<u>21.7</u>	<u>24.8</u>
	93.2	126.3	93.4	126.5

*Verticle Units

Any question or the need for additional information please feel free to call.

*-PM Magazine
pop-up*

Telephone: (212) 303-5000 / Telex: 239732 WRG UR

2044355051